

George Brown News

A newsletter for staff, faculty and alumni of George Brown College

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Faculty of Hospitality and Tourism Responding to Industry Challenges

George Brown's faculty of Hospitality and Tourism is growing. In response to the rapid expansion of the hospitality industry in Canada, and the resulting demand for more highly trained graduates, an ambitious \$20 million capital project is underway to renew and expand facilities and programming.

The ultimate aim is to equip the Chef School and Hospitality & Tourism Management

School with what they need to provide a greater number of highly qualified graduates in response to industry demands for more George Brown graduates to staff kitchens and pastry shops, serve customers and manage hospitality and tourism operations.

As one of Canada's leaders in culinary arts and hospitality, George Brown is well positioned to produce the increased number of graduates the industry requires to stay competitive, according to John Walker, Dean of the Faculty of Hospitality

and Tourism. "We have a unique opportunity to play a key role in overcoming the skills gap

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Karen Thomson, George Brown's Vice President of Marketing and George Brown's Human Resources Director Bob Cox (far right in photo) receive a Spirit Award for the college from the United Way of Greater Toronto at a campaign closing event in mid-January. Thomson and Cox co-chaired the college's successful campaign which raised almost \$10,000 over its target of \$115,000.

We top United Way goal by \$10,000

The generosity of George Brown staff has been confirmed once again with the most successful United Way campaign in the College's history. At a dinner of over 2,000 supporters, George Brown College was given a Spirit Award for this achievement.

George Brown's position as the United Way leader among GTA colleges was also confirmed following our 2006 campaign which raised more than \$124,000 – almost \$10,000 more than our campaign goal!

There were increases in the total number of donors – reaching an all time high of 222 – as well as the number of staff who made a "leadership" donation of \$500 or more.

Campaign co-chairs Karen Thomson and Bob Cox were delighted with the results. "On behalf of our United Way team, we would like to thank each of you for your generous participation. Our College clearly is committed to helping the disadvantaged who live in Toronto, and we are proud to be associated with George Brown," they said in an e-mail to staff.

George Brown's United Way campaign had

several facets. The campaign was kicked off with a leadership drive and President's Tea, thanking those that donated \$500 or more, which resulted in the Spirit Award. There was grassroots canvassing and communications by dozens of United Way Ambassadors – this year armed with stuffed animals and pith helmets, underlining the campaign's "Looking for Leaders" theme. There were also dozens of special events organized by staff and students, including a popular online auction, teeth whitening service, raffles, sales of crafts, and used books, a theatre night, and creation and sale of a cookbook.

George Brown has been a leader in United Way participation and fundraising for several years – with a much higher percentage of staff taking part and making higher than average contributions than staff at other GTA colleges.

The United Way of Greater Toronto distributes money to hundreds of charitable agencies in the city, enabling them to provide services to the poor, the elderly, recent immigrants, and other disadvantaged groups.

Faculty of Hospitality and Tourism

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facing the industry," he says. "The goal is to continue to build a culture of advanced training and ensure the economic sustainability of one of Canada's largest and fastest growing economic sectors — hospitality."

Over the next five years, George Brown Chef School plans to grow the number of graduates, introduce new programs and expand learning and training facilities by as much as 50 percent. Among the most visible signs of the expansion will be the physical renovations and new construction, which Walker says will be a "real showcase for our students and programs."

Current planned changes are:

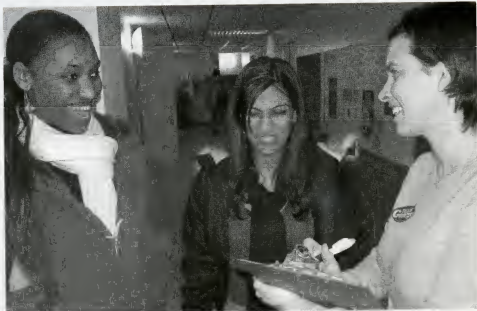
- The existing courtyard at the front of 300 Adelaide Street East will make way for a 3-story expansion, housing new classrooms and labs.
- Renovations of George Brown's new building at 215 King St. E. will include a street-level training restaurant.
- Renovations to existing classrooms, faculty offices, student support facilities, labs and public spaces at 300 Adelaide.

Supporting the hospitality expansion is a national fundraising campaign to generate one quarter, or \$5 million, of the total cost. Dubbed "Yes Chef!" to reflect the often heard call to action in professional kitchens, the capital campaign will be led by a cabinet of industry who's who, co-chaired by Michael Beckley, Global Operations VP for Marriott Hotels, and Donna Dooher, Chef and owner of the Mildred Pierce restaurant and founder of The Cookworks cooking studio.

Alex can sell!

Marketing student Alex Tilly won a bronze medal in the Sales Presentation category of the recent Ontario Colleges Marketing Competition in Ottawa.

George Brown had the best result ever at the competition — see our December 2006 issue on inside for details.



Team George is in the house! Team George Co-ordinator Stacey Watson (right) quizzes students about George Brown in launching the annual communications program in mid-January.

Team George is Back on campus

You may have recently spotted students on campus wearing bright orange T-shirts imprinted with the words "Team George."

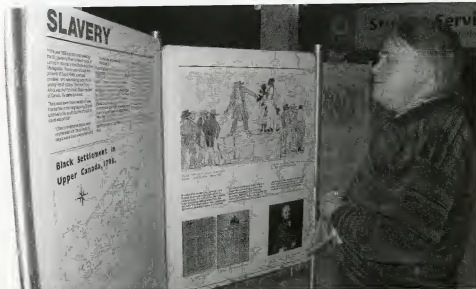
The students are the public face of a program launched for the third year and designed to communicate GBC's vision and goals with our student body so they have a better understanding of what their school is all about.

Team George has been fanning out across the college to engage as many classmates as possible in a quiz. The questions are designed as an interactive, face-to-face way

to increase awareness among full-time George Brown students about the success that comes with being a George Brown graduate. For example, one question asks about what proportion of graduates find jobs within six months of finishing college. The answer is 9 out of 10.

Every student who participates is eligible to win great prizes, including a travel package.

For information about Team George contact Neil McGillivray at ext. 2060 or nmcgilli@georgebrown.ca.



BLACK HERITAGE ON DISPLAY: Communications professor Martin Reyto studies a black heritage display in the lobby of the St. James Campus in January. Did he learn anything from it? "I'm embarrassed to say I didn't know we had slavery in Canada," says Reyto. The display prepared by the Ontario Black History Society was sponsored by the college's Diversity, Equity and Human Rights Services office, as part of its ongoing work to foster and celebrate diversity at George Brown.

Professor named "best activist" in Toronto

A George Brown professor has been named Toronto's "Best Activist" for 2006 by *NOW* Magazine.

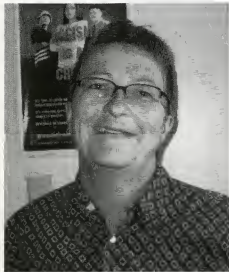
Anna Willats, who teaches in the Assaulted Women's and Children's Counsellor Advocate program, modestly believes that her recent recognition is as much about longevity as having made a positive impact on society.

"Although it was very gratifying to be acknowledged after such a long time as an activist, all of my activism has been with others who also deserve to be recognized," says Willats.

Having worked for many years with people who need the help of others to ensure that their voices are heard and their rights are protected, most notably at the Rape Crisis Centre and the YWCA, Willats has come to define a large part of activism as staying connected to your surroundings and those around you.

"Depending on a person's circumstances, activism can be anywhere from speaking up in the moment, to bringing together a group of people to confront an injustice," says Willats, whose skill as a writer can be seen often on editorial pages and in letters to the editor, as well as in her widely read email listing of Toronto political events.

Willats stays on top of current developments by engaging her students. "I'm constantly being fed by students on what's going on out in the field — from their placements or their work experience prior to the program. It's very energizing to get that kind of feedback."



Professor Anna Willats was named Toronto's top activist by *NOW* magazine. She teaches in the college's Assaulted Women's and Children's Counsellor/Advocate program.



During the televised *Next Great Chef* series George Brown graduate Vicky Cheng demonstrates the focus that helped him win several recent culinary competitions. Cheng will be presented with a Premier's Award in the New Graduate category at a February ceremony. Photo courtesy Next Entertainment.

Next Great Chef gets Premier's Award

A George Brown graduate and rising star in Canada's culinary world is being honoured with a provincial award.

Vicky Cheng will be presented with a 2006 Premier's Award in the New Graduate category in February at a ceremony in Toronto.

It will be the seventh Premier's Award George Brown graduates have received — the second highest number of any college in Ontario.

Although only 21 and having just graduated in 2005 from GBC's Culinary Management program, Cheng is already making a big splash in his industry. He placed first in the recent Chefs in the City Ontario Challenge Cooks Competition, and the Sobey's Hot and Spicy Iron Chef Competition. He is also a bronze medal winner in the nationally-televised *The Next Great Chef* Competition.

Currently apprenticing as a *tourmant saucier* chef at the prestigious Auberge de Pommer restaurant in Toronto, Cheng grew up in Hong Kong, and moved to Toronto as a high school student — where he dreamed of a career as a chef.

"While others were watching *The Simpsons* was watching *The Food Channel*," he says.

As a high school student Cheng volunteered his Friday and Saturday nights for seven months at Centro restaurant — just for the experience. He spent a high-school co-op term at Auberge de Pommer, which landed him a job there when he graduated, and the mentorship of the restaurant's Executive Chef Jason Bangarter.

It was Bangarter who advised Cheng to study at George Brown.

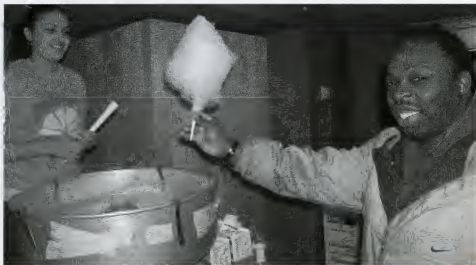
Cheng credits George Brown and its professors for teaching him basic cooking skills, launching his professional career, and making his success in *The Next Great Chef* competition possible.

"Without them I couldn't have done it. I needed the facilities and I needed the time the professors gave me. The connections I've made through George Brown have been really valuable and the training I received has really helped me."

He cites the influence of two GBC people in particular: Professor Charlton Alvarez and Chef School Director and Corporate Chef John Higgins. "They both have had a major influence on me—while I was in the Culinary Management program and since I graduated."

A SWEET NEW YEAR AT GEORGE BROWN

Warren Warren (right) made sure 2007 was a sweet New Year. First by launching a new career by enrolling in George Brown's Pre-Health Science program, and second by trying the cotton candy, offered by student Tami Kahn, at the new student orientation party at St. James Campus. Warren was one of 2,285 students who joined the college in January. Applicants were up four per cent from last year.



President Anne Sado Q & A

Q: The College is busy preparing plans for the 2007-2008 year. I understand a new approach has been implemented to ensure that everyone understands their role in supporting our objectives. Can you explain what that means?

A. An excellent question! The simple answer is that our planning process is about alignment. What that means is that everyone at George Brown, regardless of their job, should have a clear, practical understanding of how we all are working toward the same ultimate objectives. Alignment is really about what is often called, everyone "singing from the same song sheet." By pulling together in the same direction, not only are the results greater, but we can all take pride in the shared accomplishment of those results.

I'll explain further what alignment means for everyone at the College, but I want to first provide the background. For the past two years, GBC leadership has been working to further strengthen our overall management approach and processes. That included the development of The Path to Leadership, which is GBC's purpose; basically, why we are here. It outlines GBC's vision, mission and values. (Each of us received a wallet sized Path to Leadership card at the President's Breakfast last fall, and you can see it on Insite.)

From there we identified the Strategic Objectives George Brown will follow over our five-year plan (2005-10) in pursuit of the purpose laid out by the Path to Leadership. Those five, top-level Strategic Objectives are:

- Sustainable Growth (with particular focus on Health, Hospitality and Continuous Learning)

- Excellence in Teaching and Learning
- GBC Grads the Number One Choice of Employers
- Excellent Place to Work (Employee satisfaction)
- Excellent Place to Invest (Industry partnerships and applied research funding)

With our objectives clearly identified, we were then able to effectively name the core strategies that, in 07-08, will support our reaching the higher objectives. In addition, over the past few weeks as each Division has been preparing their own specific goals, they have followed a standardized format that ensures there is alignment with the broader core strategies, which are:

- Academic Strategy: to establish GBC as an institution with a solid reputation for excellence in teaching and applied learning
- Student Experience: to establish GBC as a leader in student experience through all stages of the student life cycle
- Build the Brand Reputation: to establish GBC as the post-secondary institution whose graduates are the first choice of employers
- Business Development and Partnerships: to establish GBC as the preferred institution

for investment, including fundraising, applied research, international partnerships, corporate training and distance education

As you can see, the core strategies have clear links to the strategic objectives. Similarly, the Division plans now being finalized will clearly align with the overall College objectives and strategies.

That brings us to what alignment means to each of us as individuals working at George Brown. As the Division plans fit into the College's strategies, which fit into the College's Objectives, which fit into the Path to Leadership, each of our personal performance goals should fit into that chain, by themselves being linked to the objectives and strategies.

Strategic alignment of our goals and objectives links all of us. Again, it means that no matter what you do at George Brown, a line can be drawn between your job and the role you play in what we hope to accomplish at GBC. This allows us to measure our individual performance and to clearly see how we are contributing to overall College success, and thus the success of our students. By ensuring we all have the same song sheet to sing from, and knowing our part in the choir, we can better expect a harmonious result.

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